

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1280.38
m 34C
THE

5

Market Administrator's

BULLETIN

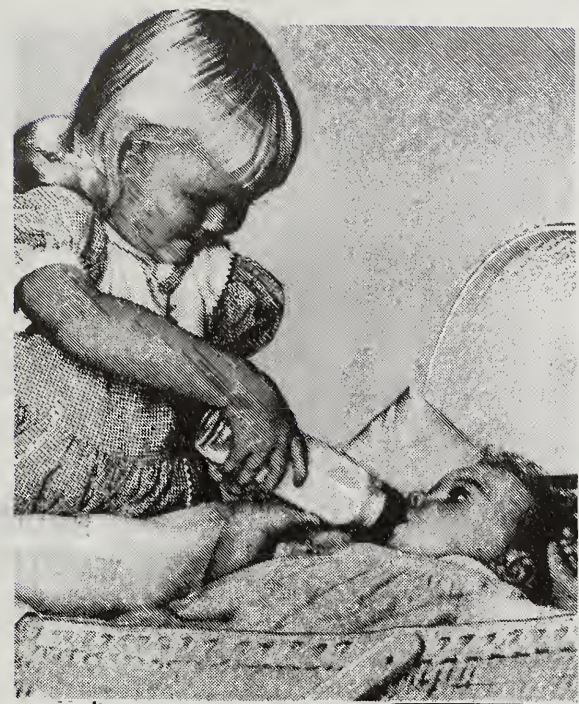
F. M. Flannery

MARKET ADMINISTRATOR

Published at 79 East State Street, Columbus, Ohio 43215
ISSUED FOR PRODUCERS WHO ARE NOT MEMBERS
OF COOPERATIVE ASSOCIATIONS

May, 1969

Volume 25 No. 5



Time for a Milk Break . . .



JUNE IS DAIRY MONTH FOR THE THIRTY-THIRD YEAR

Besides boasting 30 days that "what is so rare as," June contains National Little League Baseball Week (8-14), Jefferson Davis' Birthday (3), Let's Play Golf Week (7-14), Flag Day (14), and Father's Day (15). It's a very big season for the cap and gown business, and a busy time at the wedding license bureau, too, though, alas for tradition -- no longer the month with the most brides.

But, prepare to pour a toast all 'round anyhow -- in milk. One tradition that remains, after 33 years, is that "June is Dairy Month."

In the beginning, the month was selected because, with its clement weather and verdant pastures, it was a peak production month for milk, a season when dairy foods were plentiful, and an ideal time to call attention to their nutritive value.

In addition, the celebration of June as Dairy Month reminded the nation of the dairy industry's role in the country's economy. Because of this valuable contribution, leaders in agriculture, government and business allied with the dairy industry became active participants in the month-long activities honoring dairymen.

To a great extent, seasons have given way to science in the dairy industry. While May and June remain at the top of the milk production ranks, the other



Elaine Marie Moore, 19, Bradenton, Florida, American Dairy Princess for 1968-69, salutes June Dairy Month with her favorite "summer cooler" -- milk. Elaine, who's been using her \$2,000 scholarship award to attend Manatee Junior College, will crown her successor in Chicago in July.

months, too are productive. Why is June still Dairy Month, then?

Because people still need to be reminded of the industry's contribution to their family diets, their enjoyment and the economy.

During the annual "reminder campaign," food stores help celebrate June Dairy Month with dairy food specials, newspapers and magazines feature

(Continued on Back Page)

SUMMARY OF DAIRY ACTIVITIES FOR 1968-69 MARKETING YEAR AND MARCH 1969

U. S. Department of Agriculture

Commodity Credit Corporation's dairy price support purchases in the 1968-69 marketing year were equivalent to 4.6 billion pounds of milk compared to 7.0 billion pounds in 1967-68. In addition, the Department purchased the milk equivalent of 0.1 billion pounds of evaporated milk in 1968-69.

The 1968-69 purchases (delivery basis) were 4.2 percent of total marketings by farmers compared with 6.2 percent in 1967-68. The reduced purchases were mainly due to 1.4 percent lower milk production and less imports. Imports in 1968-69 totaled about 1.7 billion pounds milk equivalent compared with 2.1 billion pounds in 1967-68. Commercial consumption of milk and dairy products remained about the same.

CCC's purchases of all three dairy products in 1968-69 marketing year were less than a year earlier. They totaled 186 million pounds of butter, 67 million pounds of cheese and 556 million pounds of nonfat dry milk compared with year-earlier purchases of 247 million pounds of butter, 175 million pounds of cheese and 634 million pounds of nonfat dry milk. The

(Continued on Back Page)



Northwestern Ohio

MARKET FACTS FOR EASY REFERENCE

PRICE SUMMARY

	April 1969	March 1969	April 1968
Market Blend (No Location Adjustment)	\$5.440	\$5.470	\$5.060
Class I (No Location Adjustment)	6.030	6.030	5.500
Class II	4.250	4.200	4.115
Producer Butterfat Differential for each 1/10%079	.078	.078

PRODUCTION SUMMARY

Total Lbs. of Producer Milk Delivered	45,770,976	46,014,676	46,115,044
Average Daily Class I Producer Milk	1,020,757	1,041,061	1,048,970
Average Daily Production per Producer	1,081	1,042	1,116
Total Number of Producers	1,411	1,425	1,378
Average B.F. Test of All Producers	3.715	3.782	3.700

UTILIZATION SUMMARY

Amount of Producer Milk in Class I	30,622,719	32,272,883	31,469,089
Amount of Producer Milk in Class II	15,148,257	13,741,793	14,645,955
Percent of Producer Milk in Class I	66.90	70.14	68.24
Percent of Producer Milk in Class II	33.10	29.86	31.76
Total Value at 3.5%	\$2,489,941	\$2,517,003	\$2,333,421
Total Value at Test	\$2,565,752	\$2,618,987	\$2,402,199
Income per Producer (7 Day Average)	\$424	\$415	\$407

AVERAGE DAILY SALES (Quarts)

Milk	334,869	345,476	374,106
Skim	88,494	81,212	66,706
Buttermilk	6,883	7,283	4,314
Flavored Milk and Drink	23,994	26,639	25,199
Cream	6,089	6,167	7,307

USDA SCIENTISTS DEVELOP NEW PROCESS FOR FORTIFYING MILK WITH IRON

U. S. Department of Agriculture

A new process now being tested by U. S. Department of Agriculture scientists may make it possible to fortify pasteurized whole milk with iron while avoiding the metallic flavor encountered in the past.

Chemists in USDA's Agricultural Research Service experimenting with several iron compounds have found that, by using a solution of ferric ammonium citrate or ferric choline citrate, milk can be fortified at the rate of 10 milligrams of iron per quart without development of objectionable off-flavors over a storage period of 15 days, the normal life of pasteurized milk.

The milk fortification studies were prompted by results of a USDA food consumption survey showing that diets of individuals in a number of sex-age groups are most often low in iron and calcium. This is especially true of individuals in low-income brackets.

ARS food economists, using survey data listing the amount of whole fluid milk consumed during one day by individuals in the various sex-age cate-

gories, estimated 10 milligrams per quart of milk as the amount of additional iron needed to bring these iron-deficient diets within acceptable limits of the Recommended Dietary Allowances for iron established by the Food and Nutrition Board of the National Academy of Sciences-National Research Council.

Some States permit the addition of iron to milk products that will be consumed in a few days, such as multivitamin and mineral milk, while nine States forbid any type of iron fortification of milk. Iron is also added to certain dietary products containing vegetable fat in place of milk fat, since little or no flavor hazard is involved in the presence of vegetable fat. However, it has not been possible to add this nutrient to whole, fluid milk without oxidative changes resulting in objectionable flavors in the milk and milk products.

In the current experiments, milk is first "deodorized" by vacuum treatment to remove feed flavors. The iron

compound, which has been dissolved in water (one milliliter of solution contains 10 milligrams of iron), is added with thorough stirring either before or after pasteurization. All samples are then homogenized, cooled, and stored at 40°F.

Samples of the iron-fortified milk using various pasteurization temperatures and different sequences for adding the iron -- whether before or after pasteurization -- are tested for the effect on flavor.

Taste panels to date have rated samples containing iron added before or after normal pasteurization (166°F.) to about equal to controls in beverage acceptability. Samples containing iron added after heating to 188°F. were also considered of beverage quality, but had a diminished acceptability when the iron was added before heating to this temperature. From a practical processing standpoint, the ARS scientists say it would be better to add the iron before pasteurization if the normal pasteurization temperature is used.

USDA FOOD DONATIONS FOR NEEDY PERSONS UP NEARLY 40 PERCENT, JULY-DECEMBER

U. S. Department of Agriculture

Foods donated to the States by the U. S. Department of Agriculture to improve diets of school children, needy families, and needy persons in charitable institutions totaled nearly 921 million pounds in the first half (July-December 1968) of this fiscal year against some 894 million pounds for the same period a year earlier.

The USDA food donations for needy families during the July-December 1968 period amounted to 476.4 million pounds and cost 93.6 million dollars. These are 40 percent and 59 percent above the respective figures for the same period a year earlier. More and better food mostly accounts for these increases as foods available from USDA climbed to some 36 pounds per person per month, and needy persons benefited further from the new, highly nutritious foods added

to donation lists during July-September 1968. Also, more people took part in this family food-aid program during this six-month period, and USDA started a supplementary food program to reach mothers, infants and small children most vulnerable to nutritional deficiencies.

Other USDA food donations during July-December 1968 included 375.4 million pounds to schools, and 69.1 million pounds to charitable institutions. The school totals are in addition to foods purchased by USDA's Consumer and Marketing Service especially for schools in USDA's National School Lunch Program.

The U. S. Department of Agriculture acquires some of the food through its price-support activities, and through other purchases to help needy persons and others enjoy a substantial and

varied diet. The food is processed, packaged, and shipped to the States and territories for use in their school lunch, needy family, and other food-aid programs. Any donated food in these distribution channels may be diverted for immediate use to aid victims of natural disasters.

In December 1968, nearly 3.7 million needy persons in family units in 43 States and 4 territories benefited from the increased food. Another 2.8 million in 42 States and the District of Columbia took part in USDA's Food Stamp Program, receiving more than 18 million dollars worth of extra food-buying power. Thus, at the end of December 1968, 6.5 million persons were benefiting from the two USDA family food-help programs compared with about 5.5 million a year earlier.

June Is Dairy Month . . .

(Continued from Front Page)

dairy recipes, restaurant menus spotlight dairy items. Imaginative special celebrations abound, sponsored by local dairy groups.

The timing remains apt because June marks the start of a new season when today's energetic consumers embark on a summer way of life, both active and casual.

Dairy foods--fresh, refreshing, and so easy to serve they've been called "nature's own convenience foods" --fit right into this warm-weather living scheme.

Besides which, they serve nutritional interests and eating preferences in all age groups so well that it looks as though June will be Dairy Month for at least another 33 years!

SUMMARY OF DAIRY ACTIVITIES

(Continued from Front Page)
Department also purchased in 1968-69 about 2.4 million pounds of instant chocolate flavored beverage mix and 55 million pounds of evaporated milk with Section 32 funds for distribution to needy persons.

CCC utilized (committed to program uses) in 1968-69 more butter and nonfat dry milk and slightly less cheese than in 1967-68. Nearly all of the cheese and most of the butter were donated domestically. Considerable quantities of nonfat dry milk were sold for export, but most of it was donated domestically and abroad.

Market Quotations

APRIL
1969

MINNESOTA-WISCONSIN PRICE SERIES	\$4.34
Butter-nonfat dry milk price, 3.5% per cwt. (Columbus)	4.25
Average Price per lb. 92-score butter at Chicago	.6759
Average carlot prices, spray process nonfat dry milk, f.o.b. Chicago area manufacturing plants	.2301

USDA REPORTS ON SYNTHETICS AND SUBSTITUTE FARM PRODUCTS

Synthetic and substitute products will continue to compete strongly with farm products according to a report issued by the U. S. Department of Agriculture. The report, by a special task force in USDA's Economic Research Service, is entitled "Current information on Synthetics and Substitutes for Agricultural Products."

Traditional farm products will continue to supply the major market requirements for food, but are vulnerable whenever new technology offers a replacement with lower costs or new properties. Replacement products made with agricultural products--such as filled and imitation milks, and meat-like foods from soybeans--are called substitutes. Replacement products from nonfarm sources--such as saccharin for sweetening instead of sugar--are called synthetics.

Most replacement products in food uses are substitutes. Most replacement products in nonfood uses are synthetics. Farm products in nonfood

uses have faced the greatest competition to date.

Dollar value for nonfood marketings of crop and livestock output in 1967 was about 10 percent of total farm marketings, excluding feed and seed, according to the USDA report.

The dairy industry is under some of the heaviest pressure today. Substitutes have taken over half the butter market, a substantial share of the coffee cream market, and 15 percent of the frozen dessert market in the 13 States where mellorine can be sold. Now, imitation fluid milk products are coming into the market--and the raw materials for the imitations cost about 13 cents per half-gallon less than fresh fluid milk.

To meet this competition, the dairy industry has developed some new products from milk--such as ice-milk and low-fat milk. Some dairies have begun to make and market imitation products along with traditional dairy items.